THAT WHICH IS CLAIMED:

1. A method for subscriber based generation of a customized publication comprising the steps of:

generating a subscriber list including identifications of a plurality of subscribers for the publication;

providing, to a content provider, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

receiving a designation of a first selected content and a second selected content from the content provider;

associating the first selected content with the first subscriber based on the identification of the first subscriber;

associating the second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber; and then

generating a first version of the publication including the first selected content for the first subscriber; and

generating a second version of the publication including the second selected content for the second subscriber.

2. The method of Claim 1 wherein the content provider is an advertiser and the first selected content and the second selected content are advertisements.

3.   The method of Claim 2 wherein the step of receiving a designation of a first selected content and a second selected content from the content provider further comprises the step of receiving a designation of a first selected content based on buying preferences of the first subscriber and a second selected content based on buying preferences of the second subscriber from the content provider.

4.   The method of Claim 2 wherein the step of generating a first version comprises the step of generating a first version of the publication including the first selected content in a prescribed field of the publication for the first subscriber and wherein the step of generating a second version comprises the step of generating a second version of the publication including the second selected content in the prescribed field of the publication for the second subscriber.

5.   The method of Claim 1 further comprising the steps of:
    integrating content not designated by the content provider into the first version of the publication and the second version of the publication;
    printing the first version and the second version of the publication; and
    distributing the printed first version of the publication to the first and the printed second version of the publication to the second subscriber.

6.   The method of Claim 1 further comprising the steps performed by the content provider of:
    receiving the at least a portion of the subscriber list;

determining if any individually targeted content from the content provider is to be provided in the publication for the first subscriber;

determining if any individually targeted content from the content provider is to be provided in the publication for the second subscriber;

obtaining a first designation of content as the designation of the first selected content based on the identification of the first subscriber if any individually targeted content is to be provided in the publication for the first subscriber;

obtaining a second designation of content as the designation of the second selected content based on the identification of the second subscriber if any individually targeted content is to be provided in the publication for the second subscriber; and

transmitting the first designation of content and the second designation of content respectively as the designation of the first selected content and the second selected content.

7.   The method of Claim 6 wherein the first designation of content comprises the first selected content.

8.   The method of Claim 6 wherein the first designation of content comprises a first identifier of information maintained by a printer of the publication and wherein the step of transmitting the first designation of content further comprises the step of transmitting the first identifier to the printer of the publication.

9.   The method of Claim 6 wherein the steps of determining if any individually targeted content from

the content provider is to be provided further comprise
determining if any individually targeted content is to
be provided based on individual profile information
maintained by the content provider for each of the
5   first and second subscribers.

      10. The method of Claim 9 wherein the content
provider is an advertising distributor and wherein the
steps of determining if any individually targeted
10   content from the content provider is to be provided
includes the steps performed by the advertising
distributor of:
      identifying a first target advertiser for the
first subscriber based on the individual profile
15   information for the first subscriber;
      identifying a second target advertiser for the
second subscriber based on the individual profile
information for the second subscriber; and
      wherein the step of obtaining a first designation
20   of content further comprises the step of obtaining a
designation of content associated with the identified
first target advertiser; and
      wherein the step of obtaining a second designation
of content further comprises the step of obtaining a
25   designation of content associated with the identified
second target advertiser.

      11. A system for subscriber based generation of a
customized publication comprising:
30   a subscriber list including identifications of a
plurality of subscribers for the publication;
      a profile data base including profile information
about ones of the plurality of subscribers;
      a content identification circuit that associates
35   different content with respective ones of the plurality

of subscribers based on the identifications of the plurality of subscribers from the subscriber list and the profile information about the respective ones of the plurality of subscribers from the profile database;

a print control circuit operatively coupled to the content identification circuit that generates versions of the publication for respective ones of the plurality of subscribers including associated different content for respective ones of the plurality of subscribers;

a printer that prints the generated versions of the publication responsive to the print control circuit; and

wherein the profile database is associated with a content provider system remote from the content identification circuit, the print control circuit and the printer, the content provider system further comprising:

a determination circuit that determines if any individually targeted content is to be provided in the publication for respective ones of the plurality of subscribers;

a content generation circuit that generates individualized content for respective ones of the plurality of subscribers; and

an output circuit that provides the generated individualized content to the content identification circuit.

12. The system of Claim 11 wherein the profile information includes information about buying preferences of the ones of the plurality of subscribers.

13. A system for subscriber based generation of a customized publication comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

means for providing, to a content provider, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

means for receiving a designation of a first selected content and a second selected content from the content provider;

means for associating the first selected content with the first subscriber based on the identification of the first subscriber;

means for associating the second selected content, different from the first selected content, with the second subscriber based on the identification of the second subscriber;

means for generating a first version of the publication including the first selected content for the first subscriber; and

means for generating a second version of the publication including the second selected content for the second subscriber.

14. The system of Claim 14 wherein the content provider is an advertiser and the first selected content and the second selected content comprise advertisements.

15. The system of Claim 14 wherein the means for receiving a designation further comprises means for receiving a first selected content based on buying preferences of the first subscriber and a second selected content based on buying preferences of the second subscriber from the content provider.

16. The system of Claim 14 wherein the means for generating a first version comprises means for generating a first version of the publication including the first selected content in a prescribed field of the publication for the first subscriber and wherein the means for generating a second version comprises means for generating a second version of the publication including the second selected content in the prescribed field of the publication for the second subscriber.

17. The system of Claim 14 further comprising:
means for integrating content not designated by the content provider into the first version of the publication and the second version of the publication;
a printer that prints the first version and the second version of the publication; and
means for distributing the printed first version of the publication to the first subscriber and the printed second version of the publication to the second subscriber.

18. The system of Claim 14 further comprising a content provider system comprising:
means for receiving the at least a portion of the subscriber list;
means for determining if any individually targeted content from the content provider is to be provided in the publication for the first subscriber;
means for determining if any individually targeted content from the content provider is to be provided in the publication for the second subscriber;
means for obtaining a first designation of content as the designation of the first selected content based on the identification of the first subscriber if any

individually targeted content is to be provided in the
publication for the first subscriber;

means for obtaining a second designation of
content as the designation of the second selected
content based on the identification of the second
subscriber if any individually targeted content is to
be provided in the publication for the second
subscriber; and

means for transmitting the first designation of
content and the second designation of content
respectively as the designation of the first selected
content and the second selected content.

19. The system of Claim 18 wherein the first
designation of content comprises the first selected
content.

20. The system of Claim 18 wherein the first
designation of content comprises a first identifier of
information maintained by a printer of the publication
and wherein the means for transmitting the first
designation of content further comprises means for
transmitting the first identifier to the printer of the
publication.

21. The system of Claim 18 wherein the means for
determining if any individually targeted content from
the content provider is to be provided further comprise
means for determining if any individually targeted
content is to be provided based on individual profile
information maintained by the content provider for each
of the first and second subscribers.

22. The system of Claim 21 wherein the content
provider is an advertising distributor and wherein the

means for determining if any individually targeted
content from the content provider is to be provided
include an advertising distributor system comprising:

    means for identifying a first target advertiser

5   for the first subscriber based on the individual
profile information for the first subscriber;

    means for identifying a second target advertiser
for the second subscriber based on the individual
profile information for the second subscriber; and

10   wherein the means for obtaining a first
designation of content further comprises means for
obtaining a designation of content associated with the
identified first target advertiser; and

    wherein the means for obtaining a second

15   designation of content further comprises means for
obtaining a designation of content associated with the
identified second target advertiser.

    23.   A computer program product for subscriber

20   based generation of a customized publication,
comprising:

    a computer-readable storage medium having
computer-readable program code embodied in said medium,
said computer-readable program code comprising:

25   a subscriber list including identifications of a
plurality of subscribers for the publication;

    computer-readable program code which provides, to
a content provider, at least a portion of the
subscriber list including identifications of a first of

30   the subscribers and a second of the subscribers
different from the first of the subscribers;

    computer-readable program code which receives a
designation of the first selected content and the
second selected content from the content provider;

computer-readable program code which associates a
first selected content with the first subscriber based
on the identification of the first subscriber;

computer-readable program code which associates a
second selected content, different from the first
selected content, with the second subscriber based on
the identification of the second subscriber;

computer-readable program code which generates a
first version of the publication including the first
selected content for the first subscriber; and

computer-readable program code which generates a
second version of the publication including the second
selected content for the second subscriber.

24. The computer program product of Claim 23
wherein the content provider is an advertiser and the
first selected content and the second selected content
comprise advertisements.

25. The computer program product of Claim 24
wherein the computer-readable program code which
receives a designation of the first selected content
and the second selected content from the content
provider further comprises computer-readable program
code which receives a designation of the first selected
content based on buying preferences of the first
subscriber and the second selected content based on
buying preferences of the second subscriber from the
content provider.

26. The computer program product of Claim 24
wherein the computer-readable program code which
generates a first version comprises computer-readable
program code which generates a first version of the
publication including the first selected content in a

prescribed field of the publication for the first
subscriber and wherein the computer-readable program
code which generates a second version comprises
computer-readable program code which generates a second
version of the publication including the second
selected content in the prescribed field of the
publication for second subscriber.

27. The computer program product of Claim 24
further comprising:

computer-readable program code which integrates
content not designated by the content provider into the
first version of the publication and the second version
of the publication; and

computer-readable program code which initiates
distribution of the first version of the publication to
the first subscriber and the second version of the
publication to the second subscriber.

28. The computer program product of Claim 24
further comprising a content provider computer program
product comprising:

computer-readable program code which receives the
at least a portion of the subscriber list;

computer-readable program code which determines if
any individually targeted content from the content
provider is to be provided in the publication for the
first subscriber;

computer-readable program code which determines if
any individually targeted content from the content
provider is to be provided in the publication for the
second subscriber;

computer-readable program code which obtains a
first designation of content as the designation of the
first selected content based on the identification of

the first subscriber if any individually targeted
content is to be provided in the publication for the
first subscriber;

computer-readable program code which obtains a
second designation of content as the designation of the
second selected content based on the identification of
the second subscriber if any individually targeted
content is to be provided in the publication for the
second subscriber; and

computer-readable program code which transmits the
first designation of content and the second designation
of content respectively as the designation of the first
selected content and the second selected content.

29.   The computer program product of Claim 28
wherein the first designation of content comprises the
first selected content.

30.   The computer program product of Claim 28
wherein the first designation of content comprises a
first identifier of information maintained by a printer
of the publication and wherein the computer-readable
program code which transmits the first designation of
content further comprises computer-readable program
code which transmits the first identifier to the
printer of the publication.

31.   The computer program product of Claim 28
wherein the computer-readable program code which
determines if any individually targeted content from
the content provider is to be provided further comprise
computer-readable program code which determines if any
individually targeted content is to be provided based
on individual profile information maintained by the

content provider for each of the first and second subscribers.

32. The computer program product of Claim 31 wherein the content provider is an advertising distributor and wherein the computer-readable program code which determines if any individually targeted content from the content provider is to be provided include an advertising distributor computer program product comprising:

computer-readable program code which identifies a first target advertiser for the first subscriber based on the individual profile information for the first subscriber;

computer-readable program code which identifies a second target advertiser for the second subscriber based on the individual profile information for the second subscriber; and

wherein the computer-readable program code which obtains a first designation of content further comprises computer-readable program code which obtains a designation of content associated with the identified first target advertiser; and

wherein the computer-readable program code which obtains a second designation of content further comprises computer-readable program code which obtains a designation of content associated with the identified second target advertiser.